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1870

1911

CHOICE Strawberry Plants

GROWN AT

SUNNYSIDE FRUIT FARM



CHARLES S. PRATT

PROPRIETOR

READING - - - MASS.

SPRING OF 1911

..Strawberries..

If you believe the plants you set out cut any figure in the results; if you think the best is none too good for you, and cheapest in the end, and if you want to be sure of getting the variety you buy, in a condition to make the most for you, I ask you to investigate

THE PLANTS I GROW

I don't claim to sell you plants cheaper than anybody else. I am not competing with the man whose stock has nothing but cheapness to recommend it, and it is not to your interest to buy that kind. My claim is that I am producing the best, strongest, most vigorous and most prolific plants that can be grown and that I am selling them at a reasonable price.

My terms are cash with order or C. O. D., provided 1-4 of the amount of order is mailed at time. Six plants at dozen rates, 50 at 100, 500 at the 1000 rates

THE ROAD TO SUCCESS

There is only one way possible to succeed in fruit growing, and that is to plant the right varieties. It does not matter how good your market is or how well your soil is adapted to the fruit, or how hard you work, you are bound to fail unless you plant varieties that will produce the kind of fruit you want and in paying quantities. We have gone over the long lists of varieties year after year, adding to and discarding, until we have a list that cannot fail to do well. We have worked the problem out on our own fruit farms and we are sure we can help you. We have laid the foundation for success for hundreds of our customers. While I am not doing as large a business as some others, I am doing a safe business and attending to it personally. I ought to know after having 40 years of experience how things should be done in proper shape. My list of varieties is not long—it is a selected one.

I believe I have the finest collection of Strawberries that can be found. I have endeavored to grow nothing but the very best varieties. If one cannot find anything to his liking among these he need look no further.

There is little pleasure and no profit in growing small berries. The RIGHT PLANTS are the ONLY PLANTS and the ONLY PLANTS are the right plants. Pratt's plants are both. PRATT'S PLANTS are the right plants and the only way to be sure of right plants is to get them from Pratt. In a court of law it is the FACTS that count; not big words and big statements; and likewise in the court of public opinion. It is easy enough to MAKE broad statements; it is easier still to DOUBT them. But you can't doubt the kind of evidence that is backed by 40 years of square dealing. Success founded on MERIT is about as hard to argue against as the MULTIPLICATION TABLE. This kind of evidence comes only from "making good," from solid, substantial, satisfactory merit. It can't be bought, or imagined, or created—it must be EARNED. It is the product of "value received."

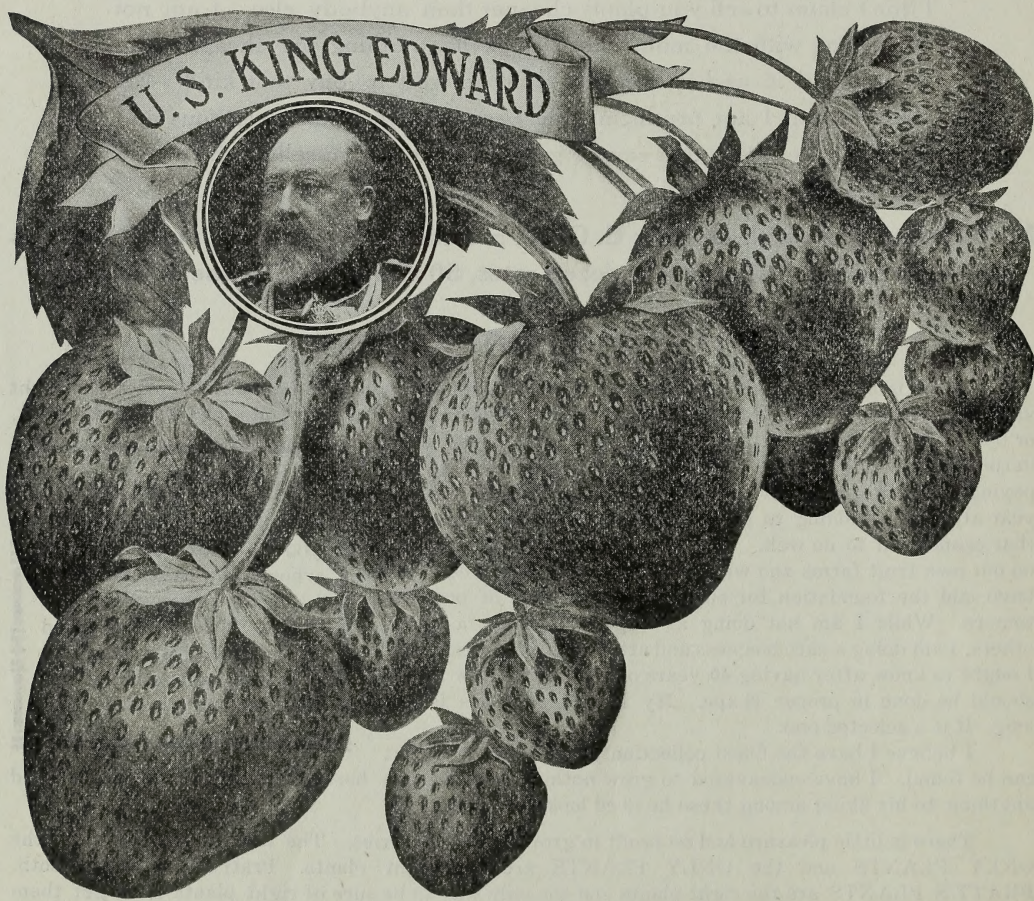
DO NOT ALLOW

a lower price to influence you to purchase of men whose trustworthiness you have the least reason to doubt. A penny thus saved at the time of purchase will oftentimes be found many dollars lost years hence.

There is Little Pleasure and No Profit in Growing Small Strawberries

As "Sterling" is to Silver, so is "Pratt" to Plants

When buying silver you are careful; you want good silver because you are going to pay a good price for it, so you look for the word "Sterling" stamped upon it. You absolutely know that Sterling Silver is good silver. Are you as careful when buying plants for yourself — the plants on which you are going to depend for your livelihood? You should be. But there is a way that you can be sure of the plants you are buying — a way that you can guard your investment. It is by buying from a concern whose reputation is 100 per cent., who are known to have dealt fairly and honestly with



planters over a long period of time, and whose business methods are well known. I would not buy plants of a man I did not have confidence in. If you have not got confidence in Pratt, why just trade with the other fellow. (I am not the only pebble on the beach)—there are others. A man must make up his mind, if he is going to succeed, that when he takes the other man's dollar he must give back to him an honest return.

My stock of plants this season is the largest and finest I have ever grown

U. S. KING EDWARD

(S) This berry, put on the market last season, originated with D. J. Miller, Ohio, and was put into the hands of eight plant growers, whom Mr. Miller had confidence in, all over this country. I am the one selected for the New England States (a thing I am a little proud of).

It is the rich man's berry, poor man's berry, lazy man's berry and the market-man's berry. If one wishes to grow the largest number of quarts to the acre and has to sell at low prices, this is the berry to grow every time.

It is not one of those large, coarse, over-large berries, but of uniform size throughout the season; indeed, every berry looks as though they were all run in the same mould. They are a very attractive light scarlet color. A crate of this fruit is about as fine a thing as one could possibly ask for. The looks alone would sell them. They stand up great; a berry marketmen like to handle. The plant is a strong staminate variety and is just loaded with fruit. **Quarts, quarts, quarts**, as thick as cultivated cranberries. **It is a mortgage lifter.** Unfortunately, there are two strawberries by this name, King Edward. One originated in England and the best one in America. You want the U. S. King Edward because it is the best. **25c. dozen, \$1.00 per 100, \$5.00 per 1000.**

The 3 W. W. W. Strawberry

This berry is a chance seedling, discovered and cultivated by W. W. Wallace, of Harriman, Tenn., and possesses so many points of excellence as to deserve being ranked as a perfect strawberry. An enumeration of its good qualities must include the following:

1st. Delicacy of flavor. It is so sweet and palatable that it may be eaten and enjoyed without sugar just as you eat an apple or an orange.

2nd. Abundance of crop. Its fruitfulness is phenomenal, and sufficient to satisfy the most exacting.

3rd. Long season of fruitage. It has a season of abundant fruitage of from five to seven weeks, and covers the shipping season of an early, medium and late berry, ripening as early as the "Lady Thompson" (early), and continuing in fruitage through season of the "Howell Seedling No. 2" (medium) and the "Gandy" (late).

4th. Size and uniformity. It may be classed among the largest berries.

5th. Richness. It has a deep crimson color through and through, instead of a skim of red on the outside and white or pale on the inside, as found in most other varieties. Its color attracts attention wherever put on the market.

6th. A staminate berry. It is very profuse in pollen and needs no other plant to fertilize it.

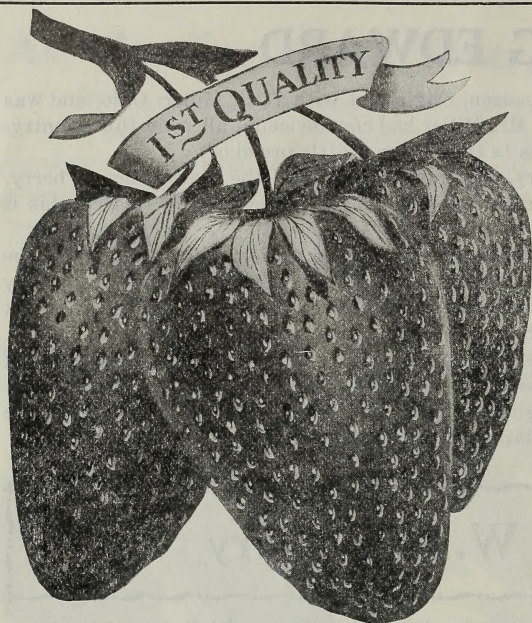
7th. Perfection as a shipper. The skin of the "3 W" berry is very tough and the meat is so very firm that perfection as a shipper has been closely approached, if not absolutely secured.

8th. Vigor of plant growth. It is a large plant, with clean, healthy foliage, sufficient to shade fruit and prevent sunburn. It has a root system of such vigor as to resist drouth and other unfavorable conditions.

9th. A fine plant producer. It makes an abundance of fine, healthy plants and sets them fifteen to eighteen inches apart after parent plant has been relieved of the burden of fruit. **25c. dozen, 75c. per 100, \$4 per 1000.**

Cardinal

(P) It is vigorous in growth, productive and exceedingly firm and handsome. It looks so well, and yields so well, and, being easily grown, is one of the most profitable varieties for market. The berries average large and are bluntly conical with a bright green cap that holds up remarkably after shipping. It possesses the solidity of the old Wilson united with the vigor of the plant, prolificacy and brightness of color of the famous Crescent, while the berries are larger than either. Season medium to quite late, blossoms pistillate. **25c. dozen, 75c. per 100, \$4.00 per 1000.**

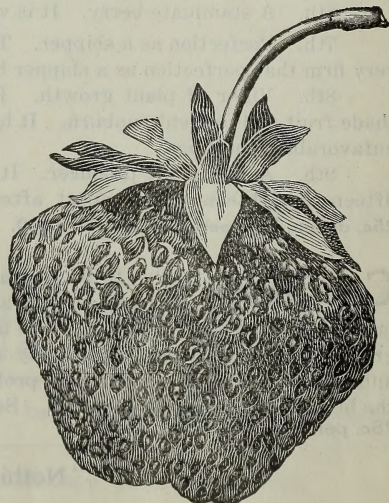


1st Quality (S) It will surely take the place of the Marshall for a family berry. Will produce five times as much from the same space of ground as the Marshall. Great cropper, fine shape, and colors well. This is the berry for your own use. Too good to sell but just right to give to one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. **25c. dozen, \$1 per 100, \$5 per 1000.**

Paul Jones (P) Immense cropper, fine shipper, not large but good-sized berries. A profitable market sort. The originator claimed it would keep ten days in perfect condition without cold storage. It would not keep two days with me last season. It is a fine berry; one would make no mistake by setting it. It is a pistillate and needs some other variety to set with it. **25c. dozen, 75c. per 100, \$4 per 1000.**

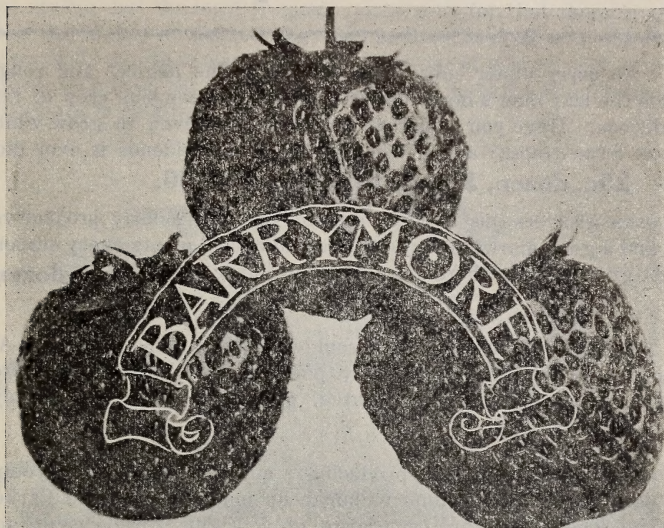
Highland (P) The strength of the report sent out by the Ohio Experiment Station where it was the most productive berry in a large collection. We gave it a fair test last summer, and found that it was fully equal to its recommendation in all respects, and superior in some. It was larger than we had reason to expect and better in quality. We had a few quarts canned, and it proved first class for that purpose. Both berries and syrup are dark red, rich and delicious. The Highland makes a large, healthy plant which sends out a liberal number of runners. The fruit is obtusely conical, glossy red, rich and refreshing in flavor, though somewhat tart and very juicy. **25c. dozen, 75c. per 100, \$4 per 1000.**

Golden Gate (S) NEW. Resembles the Marshall in size and shape but not in color. Will succeed where the Marshall fails. Seven berries will fill a quart basket full. Quality is A No. 1—pronounced so by the judges at the Mass. Horticultural Strawberry Show last June. It won twenty-three dollars in prizes. In market it sells for the best price. A fine cropper, colors well, no green tips; a strong staminate variety. You make no mistake if you order this berry. If you have a market for choice fruit, you can't help from making money growing this berry. The berries are simply immense, and a tremendous cropper; the fruit is simply piled up around the plants. I have never known of anyone growing it that did not get a big crop. **25c. dozen, \$1 per 100, \$6 per 1000.**



The Barrymore

(S) NEW. Since the introduction of the Marshall in 1892 we have had no strawberry that has created the sensation as this



Barrymore at our Horticultural Rooms in Boston. Since 1893 the Marshall has won more first premiums than any other strawberry. The Barrymore won first premiums in all the classes in which it was entered; it won three first premiums and a silver medal in the strongest competition ever seen in Boston. The Barrymore is the most attractive strawberry ever exhibited at the Mass. Horticultural Rooms. It is not only the best looking but it has the most of the desirable qualities that mark one of the best for all purposes. The plants are strong and healthy. The fruit is not only large, but its great beauty lies in its glossy ap-

pearance. They shine as if varnished and they hold this gloss a long time after being picked, which makes it a good selling berry. This berry was put onto the market two years ago and I bought more plants of it than any three other growers in the country and I set all the plants I grew last season. I now have an immense stock of plants and I am going to put the price right down where every one can buy them. You simply cannot afford not to buy them. **25c. dozen, \$1 per 100, \$5 per 1000.**

Dicky

(S) The fruit looks much like the Marshall, very dark. It is a fancy market berry and sells for the highest prices. Mr. Gowing, the originator, picked at the rate of 6,300 quarts to the acre at one picking; had three other good pickings afterwards. The beds had only good, ordinary care; not over eight cords of stable manure to the acre and the plants were allowed to make all the runners that they could; nothing fancy about their culture. The plants are very vigorous, healthy and stocky. **25c. dozen, 75c. per 100, \$4 per 1000.**

Sample

(P) There never was a variety put on the market that took a stand right in front of the procession and held it as long as the Sample did. It is as fine now as when I first introduced it. It is one of the very best pistillate kinds in cultivation. The plant is large and healthy and makes plenty of runners. However close to each other the plants may stand in the bed, every one will bear. The plant is well anchored by a great mass of roots which insure it against drought and frost. It is a great bearer of large, roundish berries, dark red to the centre, moderately firm, and of good quality. The fruit is large to the close of the season; late. Remember, I am headquarters for this berry, and you are sure of getting plants true to name. This is another pistillate. **25c. dozen, 75c. per 100, \$4 per 1000.**

Pineapple

(S) Think of it! Strawberries-Pineapples, could there be a more luscious combination of flavors? It is within itself a three-fold pleasure, viz.: to look upon, to smell and to eat. A vigorous grower, berries large size, round and well shaped, beautiful crimson color, about same firmness as Haverland; a perfect bloomer and an abundant bearer, valuable alike for both home garden and market. Its great beauty and decided pineapple flavor make it a variety that commands a higher price on the market than the ordinary strawberry. This berry did grandly with me last season; it was a great cropper, good size, and one of the best varieties for market I had on my place; a grand shipper. Shall set largely of it this spring; it is a safe berry to plant. **25c. dozen, 75c. per 100, \$4 per 1000.**

The Deacon Strawberry

(S) Old Rough and Ready. No berry under cultivation will stand the neglect and rough usage that this one can endure. It is the lazy man's berry and will bear a tremendous crop of fine berries under the most adverse conditions. Have you a plot of land too poor even to grow white beans on? Just set it to the DEACON STRAWBERRY and it will pay the best dividends it ever did. It did well at Sunnyside last season. **25c. dozen, \$1 per 100, \$5 per 1000.**

Glen Mary (S) With some growers this is their standby and enormously productive; large fruit and a good market berry. I get sold out of plants every season. It is a berry I never liked—would not grow it when there are a score of better ones. **25c. dozen, 75c. per 100, \$4 per 1000.**

Stevens' Late (S) Plants strong and vigorous, somewhat resembling Sample. An abundance of fruit stalks to every plant, perfect bloom, very productive of extra-large, light, bright, glossy-red berries, pointed, globular; late as the Gandy. **25c. dozen, 75c. per 100, \$4 per 1000.**

Oswego (S) The plants are large and vigorous, producing a sufficient number of young plants, while the older parent plants tend to bunch up much like the old Parker Earle. It is very distinct in growth. The berries are very large, of a bright crimson color, and ripen about the same time that Sample ripens. **25c. dozen, 75c. per 100.**

Fendall (P) An immense cropper, large size, and a very profitable berry to grow. **25c. dozen, 75c. per 100, \$4 per 1000.**

Abington (S) Great cropper, very large, handsome berries, but rather soft to market. **25c. per dozen, 75c. per 100, \$4.00 per 1000.**

THE COMMONWEALTH OF MASSACHUSETTS

STATE BOARD OF AGRICULTURE

Official Certificate No. 114

BOSTON, NOVEMBER 1, 1910.

To whom it may concern:

THIS IS TO CERTIFY that I have this first day of November completed the inspection of the nursery stock of C. S. Pratt, grown at Reading, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate is good until July 1, 1911.

(Signed) H. T. FERNALD, Inspector.

Inspected by Summers, Merritt, Bartlett,
Quigley, Simpson and Regan.

MIXED PLANTS \$3.00 per 1,000

These plants will be taken up where two varieties come together and are fine for any one to set for fruit. You stand a chance of getting some of my newest and highest priced plants at a bargain. If you wish simply to grow a crop of fruit these are as good as anything you can buy. I have only a few thousand to sell, anyway.

Don't think for a moment that I have been careless and got my stock mixed, for no one in the plant business is any more careful than I. If you order a thousand plants of any one variety every plant in the lot will be true to name. My plants are grown on new land. They are grown right, packed right, shipped right, named right, priced right, and are right.

The most important consideration in securing a satisfactory strawberry bed is to have good plants; now by that I do not mean to say the biggest plants, but those that have been carefully grown and dug so as not to dry, and packed in not too wet moss. It is a fact that many growers do not realize that the most frequent mistake by far that shippers of plants make is to pack them too wet, and if they do not rot, the soaking that they get weakens their vitality to a great extent. It is important, too, that plants should be dug out of a sandy soil or at least a light one, because plants cannot be gotten out of heavy clay land and have the fine fibrous roots preserved, and this is always important in getting a good start.



Hardy Hydrangea

Strong four year old plants,
firm roots, at 75c. each, \$6
per dozen.

Italian Bees For Sale

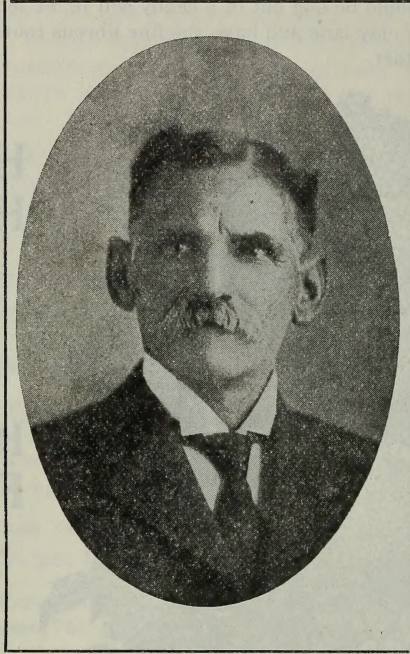
I can furnish them at \$5 per
swarm without hives. \$7
per swam with the most
improved up-to-date hives.
These bees will swarm
during the months of May
and June.

LAST, BUT NOT LEAST

NONE plant grower can get all the trade, and I for one do not want it. I shall never take an axe and hit a man on the head and say he must give his money to me and no one else. I shall never build my business up by pulling down some one else. The United States is a big country. If I could have all the trade of only the State of Maine I would be a rich man in short meter. I have lots of good customers down East—had them a long time—they stick. Lots of strawberry men in Maine will always trade with "Strawberry Pratt" and others will trade with the other fellow. When the year rolls around and I figure up there is always a smile on my face and I congratulate myself on having done a very good business, and that's about all there is to it.

Your success with strawberries, CHAS. S. PRATT.

THIS IS PRATT!



STRAWBERRY PRATT

CHARLES S. PRATT - READING, MASS.

**Pratt is not good looking, but his Plants are: and
they are better than they look—so is Pratt!**

**Pratt is good natured: you will be if you trade
with**

PRATT

I'm Looking for other men
who can make good—
who have business aspira-
tions—who are anxious to
work for big things. I'll help
that kind!

ARE YOU ONE OF THE MEN
I SHALL HELP?

**“Opportunity Knocks Once at
Every Man's Door”**

The WISE Man Heeds, Sees,
ACTS